



TOWN OF FREDERICK

401 Locust Street • P.O. Box 435 • Frederick, CO 80530-0435

Phone: (720) 382-5500 • Fax: (720) 382-5520

Website: www.frederickco.gov

November 30, 2012

RE: REQUEST FOR PROPOSAL (RFP) WEBSITE RE-DESIGN, DEVELOPMENT,
IMPLEMENTATION AND HOSTING

The Town of Frederick is currently seeking proposals for Website re-design, development, implementation and hosting services. Specifications are enclosed for your consideration.

All proposals must be submitted to Town Hall by 4:00 pm, Friday, December 28, 2012 to the attention of Cindy Kamigaki in a sealed envelope address and marked according to the bid specifications.

If you have any questions regarding the request for proposal, they must be submitted in writing by email, fax or mail to Cindy Kamigaki.

Sincerely,

Cindy Kamigaki
ckamigaki@frederickco.gov
720-382-5500

REQUEST FOR PROPOSAL (RFP) for WEBSITE
RE-DESIGN, DEVELOPMENT, IMPLEMENTATION and
HOSTING



TOWN OF FREDERICK, COLORADO

RFP Circulation Date: November 30, 2012

Proposal Submission Deadline: December 28, 2012

Website Project for the Town of Frederick, Colorado

Introduction and Scope of Project

The Town of Frederick is a growing community along the northern front range of Colorado. Incorporated in 1907, Frederick is a family oriented community of over 8,500 residents. Frederick's dynamic nature offers diverse opportunities while respecting its heritage and creating economic opportunities that enhance the quality of life for its residents and businesses.

The Town of Frederick is seeking the services of an experienced website design Firm to design, develop, and provide hosting and maintenance for the Town's new website. This project will involve utilizing posted information on the existing website as well as the implementation of new information, products, and features as suggested by the Town and the Firm selected.

The information on the Town website should be directed towards the Town's citizens, businesses, visitors, prospective residents/businesses, other government agencies, civic groups, associations, youth and senior citizens groups, developers, and any person or agency seeking to conduct business with, or obtain information about the Town of Frederick.

The Town envisions that the new website produced by the selected Firm should reflect an innovative, visionary and technologically savvy municipality that is working to promote the town's strengths, government transparency; services offered; land development opportunities and two-way communication with residents. Through a more modern, efficient design, the new website should provide effective tools and accurate information to town residents, businesses and visitors. In addition, it is the Town's intention to expand the current capabilities of the website, so future needs and opportunities for additional functionality should be discussed in the proposal.

The successful Firm must have substantial experience in website design, development, implementation and maintenance and be able to provide appropriate references, preferably from other municipalities, counties or similar organizations. The Town is committed to providing information and support to RFP respondents and will be actively involved throughout the design process once a Firm is chosen.

Respondents are encouraged to contact the Town with any questions or concerns. Final proposals are to be received by the Town of Frederick, Attn: Cindy Kamigaki, no later than **4:00 pm on December 28, 2012**, at the following address:

Town of Frederick
Attn: Cindy Kamigaki
401 Locust Street
PO Box 435
Frederick, CO 80530

Overview of Website Objectives

The goals of the Town's website are to: 1) provide simple electronic access to information about public services; 2) serve as a public communication tool; and 3) streamline business operations through efficient content management systems for staff. The current site is dated and needs to be redesigned to take advantage of new technology and growing demand for electronic services. The new design should promote the Town with a friendly and professional theme and should not be textually heavy or otherwise intimidating to the average user.

The fact that the site will represent a government organization should be considered in the design, but should not hinder creativity and innovation when developing website elements. The website shall meet the following criteria:

- Provide accurate, current, comprehensive information to the Town's audiences, in a visually appealing, user-friendly manner that generates audience interest and interaction with our site.
- Promote the use of on-site media through photo, audio, and video posting methods that encourage user viewing and, when appropriate, feedback and interaction that will showcase the Town.
- A content management system (CMS) that allows Town staff of all skill levels the ability to update appropriate sections of the website. Respondent should list the software that would be used to create the site including all graphics software and recommend software and licenses that the Town will need to purchase for the continued maintenance of the website along with estimated costs of software and licenses.
- Offer a variety of communication methods to keep audiences up-to-date, including email notifications, multi-media and social networking tools (Facebook, Twitter, RSS).
- Comply with ADA/508 regulations in all areas of the website.
- Build upon proven and accepted website development standards while maintaining the flexibility to easily grow and add new functionality for audiences and administrators over time with minimal cost.

Content Management Guidelines, System Features and Applications

The chosen Firm should accomplish or otherwise provide the following:

- The ability for authorized Town staff to perform routine content management such as the posting of meeting dates, agendas, minutes, departmental events, adding photos/graphics, removing old and outdated information and general noticing. A Staff webmaster(s) should have more comprehensive ability to provide quality

control and the ability to update non-routine information. Therefore, a system needs to be structured for maintenance and updating capabilities by non-technical staff. The Town is open to ideas on how best to accomplish this aspect of the website.

- An original design for the Town and, over a period of time during the development of the website, consultation with the Town to make revisions and alterations to the Firm's original design.
- Stock photography in the event the Town doesn't have photos available. Photographs should be easily updated.
- Create a consistent and standardized format and theme with enhanced graphical look for all pages. The established theme should also provide the flexibility to allow for different Town functions and some level of individuality and/or functionality between Town functions and departments.
- Original designs for sub-sites associated with the primary site within the framework of the project development period.
- Exclusion/blocking of advertisements, or pay-per-placement graphics, icons or elements.
- Consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as a homepage link or icon on each page in the same position.
- Future capability of online transactions, such as permit fee payments, business license applications, building permit applications, and online document submittal.
- Enhanced interactivity, including email, e-notification (ability for residents to choose the topics of interest), e-document, e-signature, surveys, feedback, forms, forms for permits and licenses and access to various Town calendars.
- Easily searchable business directory, including basic resource information, photos, links with integration into existing mapping system.
- Bid posting functionality through an application specifically designed to display bids for multiple departments with filtering options by status, and the ability for site visitors to subscribe to updates from individual bid categories.
- An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category. The calendar application should employ the following functionality:
 - Ability to be set up as single events or recurring events, with options for daily, weekly, monthly or annual recurrences.

- Events with associated addresses shall be automatically mapped to at least one web-based mapping site.
 - Space for full descriptions including the ability to post images, tables and video within the description.
 - Ability to view calendars by a list of events, a week view or a month view.
 - Ability to filter by category, a start date and an end date, with the ability to search for keywords.
 - Ability for calendar categories to post events automatically to an RSS feed; the category feeds shall be available individually or collectively.
 - Ability for full on-site calendar and individual calendar categories to produce an associated iCal feed that can be imported into major calendar applications (both desktop and web-based); individual calendar events shall produce an associated iCal file for the single event.
 - Ability for site visitors to subscribe to updates from individual calendar categories through HTML email, plain-text email, SMS text messages, RSS feeds and to view calendar updates through popular social-networking applications.
- Graphic files should be relative to the site, designed with simplicity to allow for quick loading. Web pages should be tested at low bandwidth speeds to ensure each webpage can be accessed timely.
 - Search engine with auto fill capabilities.
 - Tracking software that produces user-defined site log reports to the Town on a monthly basis. Tracking should assist the Town to better understand and measure website visitor behavior and improve website performance. Statistics should include, but are not limited to:
 - Web traffic analysis
 - Path analysis
 - Visitor trends
 - Page views
 - Entry/exit pages
 - Top pages
 - Page – length of stay
 - Download analysis
 - Technical analysis; browsers and platforms
 - Visitor origin information
 - Page creation ability to include Dynamic Online Editor, pre-created section templates, community-created page templates, dynamic link creation, HTML upload ability, ability to add and edit banners.
 - Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc., preferably in HTML format.

- Easily visible and changeable emergency alert notification that links to critical on-site information.
- A Frequently Asked Question (FAQ) application that allows an unlimited number of FAQ categories or types to be added to the site.
- A central repository for the posting and display of video; within the media center, vendor shall allow for the creation of an unlimited number of channels. The repository should contain the following features:
 - Ability to upload multiple videos to quickly create and publish entire video channels to the website.
 - Ability to feature one or more videos on the primary media center portion of the website.
 - Ability for site visitors to “like” popular videos and include a “People’s Choice” area in the media center.
 - Ability to easily edit videos and channels.
 - Ability to broadcast live video through a connection between the content management system media functionality and a variety of video-capture devices.
- A news and announcements application that allows an unlimited number of news categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category.
 - Ability to feature news and announcements on individual pages and in multiple structural areas of the site.
 - Ability to easily associate news items with images.
 - Ability for each news category to post events automatically to an RSS feed that is available individually or collectively.
- Subscription functionality that allows site visitors to subscribe to one or more on-site topics and receive updates through an email; subscription application may contain an unlimited amount of categories and has the ability to deliver an unlimited amount of correspondence.
 - Ability to create professional HTML newsletters through the subscription service and deliver to an unlimited number of subscribers.
 - Subscription ability tied into other pieces of the content management system including calendars and news applications.
 - A double opt-in security system that prompts subscribers to confirm subscriptions and reduces the number of non-functioning email addresses in the system.
 - No visible use of the CAPTCHA system.
 - Ability to select delivery via plain-text or HTML emails.
 - Ability to select delivery through SMS text messages.

- Integrated Flash management.

Services to be Provided

- The site should be developed to minimize loading time for analog dial-up customers.
- The site must be designed to function effectively with common versions of software and hardware, which must be identified in the Firm's proposal.
- All documents, including maps and tables, should be HTML, PDF, or other format approved by the Town to provide ease of viewing, printing, and downloading, and in alternate ADA acceptable download formats.
- Include links for citizens to download any browser plug-in, such as Acrobat Reader, Flash which is necessary to view information on the site.
- The site must be compatible with current versions of commonly used Internet browsers, including but not limited to Internet Explorer, Google Chrome and Firefox. Please identify proposed compatibility with your response.
- Access to support materials for staff including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, online education course and support-related updates
- Access to support for staff via email or phone during Firm normal business hours.
- The proposal should include a comprehensive timeline for each phase of the website redesign, including meetings with Town staff, redesign, development draft presentation, implementation, hosting and training.
- The proposal should include basic training for a minimum of 8 employees.
- Cross-reference information should be hyperlinked from page to page within the website with the Home Page link always visible.
- Intranet capabilities with a password-protected area of the website, available only to those users approved to access secure content.
- A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site.
- Infinite page and menu structure system that allows the addition of an unlimited number of pages or menu levels.
- For advanced-end users, the capability to view the HTML code of any individual page and directly alters the code as necessary.

- Content management system shall be built in a stable and proven code base environment with a reliable information architecture that is hosted at a dedicated facility maintained by the Firm. Architecture and hosting requirements include:
 - The content management system shall be built in a web application framework optimized for the construction of websites, web applications and web services. Preference will be given to Firms operating in ASP.NET due to the framework's promotion of code reuse for robust development and allowance of programmatic changes utilizing a variety of supported .NET languages.
 - Firm hosting facility shall be equipped with redundant power sources, controlled by an automatic transfer switch to ensure activation of backup power source in the event of failure of the primary power source.
 - Firm hosting facility shall be equipped with redundant internet connections to ensure continuous connectivity; BGP routing shall be used to ensure uptime in the event of failure of one provider, and bandwidth of any individual provider shall be sufficient to maintain site status and connectivity.
 - Preference shall be given to the Firm that splits website management between web servers and SQL database servers in order to optimize load time and efficiency in the hosting environment.
 - Firm shall offer enterprise-level DNS hosting, with options for control of the DNS to be given to either Town or the Firm. Firm shall offer full support for BIND v.9 implementation and maintain multiple DNS appliances for primary and secondary servers.
 - The Town's website and all associated data hosted at Firm's facility shall be backed up daily, collecting the website information from both the web server and SQL database server. Backups should be stored outside of the Firm's hosting facility.

In all submitted proposals, Firm shall be able to produce for the Town a Service Level Agreement that details specifications of the hosting facility and associated guarantees.

 - Upon request, Firm shall be able to produce for Town a disaster-recovery plan that details vendor's contingency plans for site operation in the event of an emergency.

Ongoing Service and Support

- While website content updates are managed by Town through the content management system, Firm must commit to regular maintenance and updating of the content management system and associated applications for the purposes of keeping the existing software up-to-date as well as introducing new functionality and applications. Firm shall commit to:
 - Rolling upgrades of the solution that strengthen and update the content management system's functionality and associated applications.
 - Regular maintenance of the content management system to improve existing functionality and, when appropriate, take Town requests for improvements into consideration.

- An internal process dedicated to reviewing and implementing new technologies in order to provide a more robust content management system with additional features and applications.
- While the administrative functionality and associated applications of the content management must be continuously maintained and updated by the Firm, the Firm must also provide as an option a recurring graphical redesign after every fourth year of continuous service.

Start and Completion of Work

➤ November 30, 2012	Proposal published
➤ December 28, 2012	Proposals Due
➤ January 11, 2013	Interviews with Top Three Firms
➤ January 25, 2013	Contract Approved
➤ TBD	Go Live

Services Required After Selection

- The selected Firm's representative(s) may be required to attend a public meeting(s) during the approval process and give presentations during the development process.
- The selected Firm's representative will be required to meet regularly with the Town Web Committee to discuss and plan the project and provide progress reports as needed.
- Initial draft website design templates and site map will be provided to the Town within four weeks from the date of the approved contract for review prior to implementation.
- The Firm's representative must work directly with Town departments to deal with the specific needs of each department. The representative will be required to meet with each department to determine a final list of information to be presented and agree on a final layout of those department's webpages.
- Testing periods will be included. Each testing period will not exceed 15 business days, during which the Town may evaluate the website onsite and ensure satisfaction with the website functions and conformance with the RFP. At the completion of each period, a letter of acceptance or failure will be provided to the Firm selected. Items requiring correction at either testing period must be corrected within 15 calendar days by the Firm selected.

Requested Information and Proposal Format

1. A title page of the proposal must contain your Firm's name, address, telephone number, principal contact, fax number and email address.
2. Table of contents.
3. Resumes of all principals to be involved in the project and descriptions of their specific roles and responsibilities
4. Descriptions of necessary software and hardware, additional communication requirements, integration needs and potential total costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.).
5. Estimated summary timeline for completion of each phase of the project. This should be as realistic as possible since this will be part of the contractual agreement.
6. Proposal should be all encompassing with a single Firm identified as the "responsible" lead Firm. Please indicate any needed subcontracted services required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.
7. A detailed work plan describing the Firm's approach to designing, managing and coordinating this project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule.
8. Description of information collection methods. Please state how you intend to gather all the required information, format preferred, and assistance expected from the Town in order to complete this project.
9. References. Provide a list of comparable websites, including municipalities and governmental agencies, designed by your Firm. Include the website address, company/agency contact person, address, telephone number, and hard copies of the Home Pages. These companies/agencies may be contacted for references.
10. The proposal should contain the total project cost, as well as detailed "line item" costs for components/phases of the project. All hourly rates and fees, charges, costs and anticipated reimbursable costs must be clearly stated.
11. Nine copies of the Proposal must be submitted. One copy unbound.
12. All proposals must be submitted on or before **4:00 pm on December 28, 2012** to:

Town of Frederick
Attn: Cindy Kamigaki
401 Locust Street
PO Box 435
Frederick, CO 80530

Other Proposal Information

Acknowledgement of Amendments:

Each agency receiving a copy of this shall acknowledge receipt of any amendment to this RFP by signing and returning the amendment with the completed proposal. The acknowledgement must be received by the Town of Frederick at the time and place specified for receipt of proposals.

Additional Information:

Questions regarding this solicitation shall be submitted in writing to:

Town of Frederick
Attn: Cindy Kamigaki
401 Locust Street
PO Box 435
Frederick, CO 80530

Or, by email to ckamigaki@frederickco.gov

Respondents are cautioned that any oral statement made that materially changes any portion of this solicitation are not valid unless subsequently ratified by a formal written amendment to this RFP. NO technical questions that may materially change any portion of this solicitation will be accepted during the seven calendar days prior to the time and date set for receipt of proposals.

Applicable Laws Shall Apply:

The contract awarded shall be governed in all respect by the laws of the State of Colorado, and any litigation with respect there to shall be brought in the courts of the State of Colorado. The Firm awarded the contract shall comply with applicable Federal, State, and Local laws and regulations.

Change in Website Objectives:

The Town of Frederick may materially change the Website Objectives. Such changes may include additions, deletions, or other revisions within the general scope of RFP requirements. No changes or adjustments shall be made without a written amendment to this RFP, signed by the Town's Web Committee designee.

Collusion among Respondents:

Each respondent, by submitting a proposal, certifies that it is not party to any collusive action or any action that may be in violation of State and Federal law.

Exceptions:

A respondent taking exception to any part or section of this solicitation shall indicate such exceptions in a separate section of the submitted proposal – such section shall be entitled “Exception of Conditions.” Failure to indicate any exception will be interpreted as the respondent’s intent to comply fully with the requirements of this RFP as written.

Expenses Incurred:

There is no expressed or implied obligation for the Town to reimburse responding Firms for any expenses incurred in preparing proposals in response to this request. Materials submitted by respondents are subject to public inspections under the Colorado Open Records Law, unless exempt. Any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

Late Submissions:

Any proposal received at the place designated in this RFP after the time specified for receipt will not be accepted or considered.

Nonconforming Terms and Conditions:

Any proposal that includes terms and conditions that do not conform to the terms and conditions in this RFP is subject to rejection as non-responsive. The Town of Frederick reserves the right to permit the respondent to withdraw non-conforming terms and conditions from its proposal prior to action by the Town of Frederick Board of Trustees to award a contract.

Withdrawal of Proposal:

Respondents may withdraw all or any portion of a proposal at any time during and after the review and award process, up to ratification of an agreement between the Town of Frederick and the designated Firm.

Withdrawal of Request for Proposal:

The Town of Frederick retains at all times the right to cancel or withdraw the RFP, to refuse to accept a proposal from any respondent, and to modify or amend any portion of this RFP.

Final Selection

Following the review of the proposals, the Town will select finalists. These finalists will be asked to provide a presentation and participate in an interview. The Town may further invite a Firm(s) to formally meet with Town representatives prior to making a final determination to address additional inquiries by the Town. Factors that will determine the final selection will include the finalization of terms in regards to service agreements and costs. However, the Town reserves the right to reject any or all quotations, waive any informality in RFPs and to accept or reject any items thereon.

Contract Commencement and Completion

The selected Firm will be required to enter into a formal agreement with the Town.

Any contract resulting from this RFP shall not be effective unless, and until, approved by the Town's Board of Trustees. The contract shall start within **30 days** of approval. The estimated completion date shall be defined in the proposal submitted by the selected Firm, but shall be no later than 120 days from the approval of the contract.

Before the Town executes a contract, the selected Firm shall furnish the Town a certificate evidencing Worker's Compensation Insurance with limits no less than \$1,000,000 per accident or disease and Comprehensive Public Liability Insurance or General Liability Insurance with limits no less than \$1,000,000 per occurrence. The Town shall be named as additional insured. Certificates of Insurance must be accompanied by the applicable endorsements for the specific insurance policy.



TOWN OF FREDERICK

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Phone: (720) 382-5500 • Fax: (720) 382-5520

Website: www.frederickco.gov

BID NOTICE REQUEST FOR PROPOSAL

WEBSITE DESIGN AND DEVELOPMENT

RETURN BID TIME AND DATE: 4:00 pm December 28, 2012

SEND BID TO: **Town of Frederick
Website Design & Development
Attn: Cindy Kamigaki
401 Locust Street
PO Box 435
Frederick, CO 80530**

This document constitutes a request for sealed proposals from qualified firms, individuals, and/or organizations to furnish the product and services as described herein. The bidder hereby declares understanding, agreement and certification of compliance to provide the product and services, at the prices quoted, in accordance with all requirements and specification contained herein and the Town of Frederick RFP document. The bidder further agrees that the language of this RFP shall govern the event of a conflict with the bid. The bidder further agrees that a binding contract shall exist between the bidder and the Town of Frederick.

BIDDER SIGNATURE REQUIRED

_____ Authorized Signature	_____ Date
_____ Printed Name	_____ Title
_____ Company Name	_____ State of: (Individual, Partnership, Corporation)
_____ Mailing Address	_____ Phone Number
_____ City, State, Zip	_____ Fax Number
_____ Federal Employer ID No.	_____ SSN (if FEIN is not applicable)
_____ Email Address	_____ Website

PRICE SCHEDULE

The website design, CMS software, implementation, training and maintenance prices below MUST remain firm for 180 days after award. Any price adjustments through the life of this agreement must be mutually agreed upon in writing.

Website Design

Item	Description	Quality	Unit Price	Total Price
1.				
2.				
3.				
4.	Firm may add additional lines as needed.			

Website CMS Software

Item	Description	# of Hours	Hourly Rate	Total Price
1.				
2.				
3.				
4.	Firm may add additional lines as needed.			

Implementation

Item	Description	# of Hours	Hourly Rate	Total Price
1.				
2.				
3.				
4.	Firm may add additional lines as needed.			

Training – also indicate if training will be at no additional cost

Item	Description	# of Classes	Cost per Class	Total Price
1.				
2.				
3.				
4.	Firm may add additional lines as needed.			

Maintenance

Provide Annual Maintenance costs. If discounts are available for multi-year support agreements, please provide this information regarding the length of term and the net discount percentage. Please also ensure that your prices below are firm for one (1) year after final written acceptance of services by the Town.

Item	Description	Discount %	Length of Term	Total Price
1.	Full maintenance: supporting hardware and software 8 am – 5 pm, Monday – Friday with two (2) hour on site response			
2.	Full maintenance: supporting hardware and software seven (7) days a week, 24 hours a day, with two (2) hour site response			
3.	What is your plan for emergency response in case of critical failure? Do you have an emergency response plan with one (1) hour or less response? If so, please explain and include pricing. If not, so indicate.			
4.	If the Town chooses time and materials coverage, what is the rate for standard business hours and after hours? State your definition of business hours.			
5.	Will your company support a maintenance contract that covers core components only (e.g. servers, software, switch's and common control cards) with no peripheral, or station sets?			
6.	Propose the maintenance you believe would best serve the Town.			

Reimbursable Expenses (Including Travel)

Please indicate below if there are any reimbursable expenses associated with this project.

☐ **Alternative A:** This contract includes no reimbursable expenses.

☐ **Alternative B:** This contract includes the following reimbursable expenses which will be reimbursed at cost:

Type of Expense	Maximum \$\$ Per Item	Cumulative \$\$ Maximum
Parking		
Meals		
Travel		
Other		
Firm may add additional lines as needed.		

Other

Firm must list below any and all charges, expenses, and/or costs to be incurred by the Town that are not included in this section. Failure to specifically and thoroughly enumerate such items may be a cause for disqualification.

Question Submittal Format

Questions regarding this RFP must be submitted in writing, in MS Word format or email and contain the following information:

- RFP Page Number, Section and Paragraph
- Submitted By
- Email Address
- Company Name
- Date Submitted
- Phone

Answers to all pertinent questions from all Firms will be returned to all RFP participants without identifying the Firm making the inquiry.

All firms are required to direct their questions to the RFP Coordinator listed under Other Proposal Information.

NON-COLLUSION CERTIFICATION
WEBSITE DESIGN AND DEVELOPMENT

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an offer for this bid/quote, and is in all respects fair and without collusion or fraud.

The below signed firm has not divulged to nor discussed or compared the proposal with other firms and has not colluded with any other firm or parties to proposal whatsoever.

NOTE: No premiums, rebates or gratuities to any employee or agent are permitted either with, prior to, or after any delivery of materials and/or services. Any such violation will result in the cancellation of any resultant contract and/or return of material as applicable.

Company Name: _____

Mailing Address: _____

City, State, Zip: _____

Date: _____

Authorized Signature: _____

Print Name: _____

Title: _____